

B. PROMOTIONS STRATEGY

In 1991, most EAS plans were added to the service representatives sales report. We plan to add these services to the base incentive program in 1992 once we begin using the weighting factors. By weighting the bundled service with a value less than one, we will pay incentives only on the EAS portion of the bundled rate.

Adding EAS to the sales report and base incentive program will reinforce to the sales channel that EAS sales are important to the company. A special promotion will be held in a RPPC in Texas in December 1991 to increase penetration in Texas First routes introduced in the 4Q91. This promotion will also be used to determine if EAS can be sold successfully out of the RPPC. If the program is successful, we will conduct additional campaigns during the rest of the planning period. No advertising is scheduled during the planning period.

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C. PRICING STRATEGY

EAS has typically been priced at levels that would result in a revenue reduction if subscription was achieved at penetration rates based on projected economic choice. These take rates were determined by looking at toll usage samples and EAS take rates in other areas. We realize that we will only be allowed to extend local calling scopes if the customers can save money. If customers base their buying decision on economic choice, EAS will indeed lose money. However, we know that customers purchase EAS for reasons other than economic, such as security of a stabilized bill or for accessibility. Therefore, we believe that EAS can be stimulated and can make money. We have examined booked revenues on some routes in Texas and found that they do make money. A key supporting strategy will be the required promotion of EAS as our company's premium access service offering.

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D. DISTRIBUTION CHANNEL STRATEGY

The primary channel for EAS sales has been the RSC on new order activity. In addition we are required by the state commissions to send direct mail to each customer in the petitioning exchange when a new route is offered. As stated earlier, EAS will be included in the base incentive program sometime in 1992.

In addition, we plan to use the RPPC for special promotions, and for follow up calling after a new route is available. If selling is again allowed in the BICs, service reps should also be encouraged to look at toll usage to find opportunities to sell EAS.

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E. SERVICE STRATEGY

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F. MARKETING OBJECTIVES

Our marketing objective for EAS is to expand the service, especially in the ten largest LATAs in terms of revenues, in order to contribute in a positive manner to the revenue per household growth objective of the Consumer Segment. We believe our competitors will try to skim by going first after the same customers they have attempted to win in interLATA toll-- the large business customers and/or heavy users.

A second objective is to raise awareness of SWBT as the provider of local service as well as intrALATA long distance. Customer responsive EAS plans can help to do this.

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G. PRIORITIES

The priorities for the EAS product team are as follows:

1992

Introduce new EAS plans in Kansas and Missouri

Stimulate Texas First Routes

Develop EAS expansion plan for top five LATA's

1993

Recommend EAS expansion in St. Louis, Oklahoma City and major LATA's in Texas

Continue EAS stimulation effort

1994-1997

Implement EAS expansions

Continue stimulation of EAS

100-0418
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IV. ACTION PLANS

A. PRICE ACTIONS

1992

Pricing actions in 1992 will be limited to setting prices for EAS offerings developed to satisfy regulatory demands. Pricing for EAS will anticipate a predicted level of subscription based on current MTS usage in the petitioning and target exchanges.

1993

Pricing actions for EAS product beyond 1992 will begin to occur for SWST developed EAS plans as opposed to plans mandated by the regulators. SWST price recommendations will be based on current toll traffic patterns and anticipated usage, as well as historical penetration rates, demographic analysis, and customer willingness-to-pay research.

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B. PRODUCT ACTIONS

1992

In 1992 product management will continue advocating the expansion of local calling scopes as a means to satisfy the continuing regulatory demands for revenue reductions and give-backs. In addition we will continue to support the states in their efforts to satisfy ongoing demand for EAS products.

Product management will intensify efforts to identify LATA-wide traffic patterns in each of the ten major LATAs in an attempt to: 1) identify potential community of interest local exchange boundaries, and 2) quantify the revenue impact of those potential local exchange boundary changes.

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C. PROMOTION ACTIONS

1992

Promotions activities in 1992 will concentrate on paying incentives on EAS sales through the base incentive program. RPPC promotions will be held in an effort to maximize the penetration of EAS plans.

1993 and beyond

Promotional support will be provided for SWBT initiated expansion of local calling scopes in the major LATAs.

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D. DISTRIBUTION CHANNEL ACTIONS

1992

EAS promotions will be introduced in 1992 in the RPPCs in hopes of driving the subscription rates of new EAS offerings to maximum levels. The RSC representatives will be paid incentives for the first time for the sales of EAS.

1993 and Beyond

We will continue in our attempts to develop new channels and drive sales to the lowest cost channel.

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THE JOURNAL OF CLIMATE

• Sales apply in addition to basic service rates unless otherwise noted.

located in the toll pool.

Included from toll pool.

MISSOURI PENETRATION RATES
CONSUMER MARKET
COMMUNITY OPTIONAL SERVICE (COS)

Ash Grove to Springfield	69%
Cedar Hill to St. Louis	61%
Excelsior Springs to Kansas City	44%
Frankford to Bowling Green	23%
Gray Summit to St. Louis	46%
Herculaneum/Pevely to St. Louis	36%
Hillsboro to St. Louis	41%
Macks Creek to Camdenton	35%
Pacific to St. Louis	44%
Walnut Grove to Springfield	76%
Ware to St. Louis	47%
Total	47%

THIRD TIER LOCAL METROPOLITAN SERVICE

Fenton	93%
Manchester	92%
Maxville	91%
Valley Park	94%
Chesterfield	93%
Greenwood	97%
Smithville	89%
Grain Valley	90%
Total	92%

HIGH LEVEL
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FOURTH TIER SPECIAL OPTIONAL LOCAL METRO SERVICE

Antonia	83¢
Pond	89¢
Eureka	85¢
High Ridge/House Springs	86¢
Imperial	87¢
Portage Des Sioux	76¢
St. Charles	65¢
Harvester/Walden Springs	80¢
Total	77¢

SPRINGFIELD METROPOLITAN AREA

Billings	94¢
Clever	97¢
Total	95¢

THE CITY OF SPRINGFIELD
COMMUNITY
INFORMATION

TEXAS CONSUMER MARKET PENETRATION RATES

HOUSTON METRO AREA

Cypress	82%
Richmond/Rosenberg	63%
Smithers Lake	74%
Valley Lodge	79%
Pinehurst	65%
Spring South	78%
Tomball	69%
Alvin	59%
Liverpool	46%
Klein	75%
Spring North	52%
Total	67%

DALLAS ZONES WITH CALLING TO FORT WORTH

Cedar Hill	5%
Grand Prairie	9%
Total	7%

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FORT WORTH MIDSTRIP ZONES WITH CALLING INTO DALLAS

Arlington	25%
Atlas	17%
Euless	28%
Glendale	21%
Kennedale	22%
Mansfield	21%
North Richland Hills	36%
Roanoke	58%
Total	28%

REGULAR SENSITIVE
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Emissions Control Systems

Allgemeine

III. MARKET STRATEGY

A. PRODUCT STRATEGY

1. PLANNING ASSUMPTIONS

A major assumption is that we will lose our exclusive 1+ dialing privilege in this decade. Our strategy contains five action items, the first of which is to expand local calling scopes.

A second major assumption is that customers want EAS. We believe that they prefer plans that are 2-way, flat rate, optional, 7-digit dialed. Focus groups support this assumption.

Another assumption is that EAS plans can be stimulated. We know that customers do buy up, but we have not tried to stimulate these plans. We plan to trial a spurt campaign in a Texas market in December 1991.

Plans are to promote the expansion of local area calling scopes as an alternative to local rate reductions during regulatory hearings and in addressing current and future over earning conditions. We will analyze intralATA usage in our ten major LATAs and develop EAS offerings targeted at satisfying current community of interest requirements.

EAS will be positioned as the premium access line offering where it is available.

2. SCHEDULE

At this time plans are to file a 2-way, flat rate, optional service in Kansas 1Q92. A filing will also be made in Missouri with the date and structure dependent on the outcome of a commission ordered industry task force. Additional Texas First routes will be added in 1992 and 1993. (See Attachment C for schedule).

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LOCAL EXCHANGE TARIFF - KANSAS
2nd Revised Sheet SA
Replacing 1st Revised Sheet SA

LOCAL EXCHANGE TARIFF

(CT) 1.S. EXTENDED AREA SERVICE (Continued)

1.S.1 (Continued)

<u>Exchange or Zone</u>	<u>Exchange or Zone Areas Included in Local Calling Service Area</u>
Herington	Hope (The Tri-County Telephone Assoc., Inc.)
Herington	Lost Springs (The Tri-County Telephone Assoc., Inc.)
Herington	Ramona (The Tri-County Telephone Assoc., Inc.)
Herington	Woodbine (The Tri-County Telephone Assoc., Inc.)
Howard	Moline
Kansas City Metro Exchange	Basehor (724)
Lawrence	Clinton, Eudora, Leavenworth Zone (887)
Lecompton Zone (887)	Lawrence, Clinton
Liberal	Turpin, Okla. (Panhandle Tele. Cooperative, Inc.)
Lyons	Chase
Moline	Howard
Mt. Hope	Andale
Newton	Seagwick Zone (772), Whitewater Zone (799)
Olathe Zone (764, 782, 791, 829)	DeSoto
Ottawa	Centropolis (United Tele. Co. of Iowa d/b/a United Tele. Co. of Eastern Kansas)
Paola	Fontana (United Tele. Co. of Iowa d/b/a United Tele. Co. of Eastern Kansas)
Paola	Osawatomie (United Tele. Co. of Kansas, Inc.)

ISSUED: FEB 21 1990 EFFECTIVE: MAR 01 1990

BY: J. W. CALLAWAY, President - Kansas Division
Southwestern Bell Telephone Company
Topeka, Kansas

REGULATORY INFORMATION
COMMERCIAL INFORMATION
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No supplement to this tariff will be issued except for the purpose of canceling this tariff.

LOCAL EXCHANGE TARIFF
1st Revised Sheet 3.00
Replacing Original Sheet 3.00

LOCAL EXCHANGE TARIFF**1.2 RATES-(Continued)****1.2.2 Main Service-(Continued)**

- (CT) A. Local-Metropolitan Service - This service is provided on an optional basis. The primary service area includes the area of the exchange from which the service is offered, the Metropolitan Exchange, subscribers in exchanges where Local-Metropolitan Service is offered and Special Optional Local-Metropolitan Service customers as described in Paragraph 1.3.1 following.

1. Local-Metropolitan Service "A"

-Greenwood	-Smithville
------------	-------------

2. Local-Metropolitan Service "B"

-Chesterfield	-Manchester
-Fenton	-Marxville
	-Valley Park

- (CT) B. Special Optional Local-Metropolitan Service - This service is provided on an optional basis. The primary service area includes the area of the exchange from which the service is offered, the Metropolitan Exchange, subscribers in exchanges where Local Metropolitan Service is offered and Special Optional Local Metropolitan Service customers as described in Paragraph 1.3.1 following.

This service is offered in the following exchanges:

1. Special Optional Local-Metropolitan "A"

-Antonia	-Pond
-Canton Valley	-Eureka
	-Portage Des Sioux

2. Special Optional Local-Metropolitan "B"

-High Ridge / W = P	
-Imperial	-St. Charles
	-Harvester / L = P

Issued: October 5, 1987

Effective: November 5, 1987

By R. D. BARRON, President-Missouri Division
Southwestern Bell Telephone Company
St. Louis, Missouri

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WORK IN PROGRESS

No supplement to this tariff will be issued except for the purpose of canceling this tariff.

LOCAL EXCHANGE TARIFF
16th Revised Sheet 5.01
Replacing 15th Revised Sheet 5.01

LOCAL EXCHANGE TARIFF

1.2 RATES-(Continued)

1.2.2 Main Service-(Continued)

I. Service and Equipment Charge-(Continued)

Service and
Equipment
Charge

9. Charge to change type of signaling supervision (loop start to ground start or vice-versa), per access line.	\$ 5.50
10. Charge to convert existing trunks to Digital Loop Exchange Access PBX Service, per trunk.	\$ 5.00

1.2.3 Optional Measured Metropolitan Exchange Service - Kansas City Metropolitan Exchange.

(CP) A. Optional Measured Metropolitan Exchange Service is a one-way, out-dial local calling service offered on an optional basis to one- or two-party(1) customers in the Excelsior Springs(2) and Farley Exchanges.

B. Primary Service Area

The following Missouri zones of the Kansas City Metropolitan Exchange may be called by Optional Measured Metropolitan Exchange Service customers at the rates specified in this Tariff:

Principal Zone (Mo. Portion)	Blue Springs Zone
Gladstone Zone	East Independence Zone
Independence Zone	Lee's Summit Zone
Parkville Zone	Liberty Zone
Raytown Zone	Nashua Zone
South Kansas City Zone	Tiffany Springs Zone
Belton Zone	

Local Metropolitan customers in the Greenwood and Smithville Exchanges and Special Optional Local Metropolitan customers in the Grain Valley Exchange.

(1) See Paragraph 1.1.3, preceding.

(AT) (2) Obsolete - Only available to existing installations at existing locations for existing customers in the Excelsior Springs Exchange.

Issued: May 4, 1990

Effective: May 9, 1990

By R. D. BARRON, President-Missouri Division
Southwestern Bell Telephone Company
St. Louis, Missouri

MISSOURI DIVISION
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LOCAL EXCHANGE TARIFF
11th Revised Sheet 5.02
Replacing 10th Revised Sheet 5.01

LOCAL EXCHANGE TARIFF

1.2 RATES-(Continued)

1.2.4 Optional Measured Metropolitan Exchange Service - St. Louis Metropolitan Exchange

- (CP) A. Optional Measured Metropolitan Exchange Service is a one-way, out-dial local calling service offered on an optional basis to one- or two-party(1) customers in the Pacific, Herculaneum-Pevely, Hillsboro, Cedar Hill(3) and Gray Summit Exchanges.

B. Primary Service Area

- (CP) The following zones of the St. Louis Metropolitan Exchange may be called by Optional Measured Metropolitan Exchange Service customers in the Pacific, Herculaneum-Pevely, Hillsboro, Cedar Hill(3) and Gray Summit Exchanges at the rates specified in this tariff:

Principal Zone (Mo. Portion)	Webster Groves Zone
Ferguson Zone	Bridgeton Zone
Ladue Zone	Creve Coeur Zone
Mehlville Zone	Florissant Zone
Overland Zone	Kirkwood Zone
Sappington Zone	Oakville Zone
Riverview Zone	Spanish Lake Zone

Local-Metropolitan customers in the Chesterfield, Fenton, Manchester, Maxville and Valley Park Exchanges.

Special Optional Local-Metropolitan customers in the Antonia, Eureka, High Ridge, Harvester, Imperial, Pond, Portage Des Sioux and St. Charles Exchanges.

1.2.5 Optional Measured Metropolitan Exchange Service - Springfield Metropolitan Exchange

- (CP) A. Optional Measured Metropolitan Exchange Service is a one-way, out-dial local calling service offered on an optional basis to one- or two-party(1) customers in the Ash Grove(3), Marionville, and Walnut Grove(3) Exchanges.

(RT)

(2) See Paragraph 1.1.3. preceding.

(AT) (3) Obsolete - Only available to existing installations at existing locations for existing customers in the Ash Grove, Walnut Grove and Cedar Hill Exchanges.

Issued: May 4, 1990

Effective: May 9, 1990

By R. D. BARRON, President-Missouri Division
Southwestern Bell Telephone Company
St. Louis, Missouri

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LOCAL EXCHANGE TARIFF
8th Revised Sheet 5.03
Replacing 7th Revised Sheet 5.03

LOCAL EXCHANGE TARIFF

1.2 RATES-(Continued)

1.2.5 Optional Measured Metropolitan Exchange Service - Springfield Metropolitan Exchange-(Continued)

B. Primary Service Area

(CP) The following zones of the Springfield Metropolitan Exchange may be called by Optional Measured Metropolitan Exchange Service customers in the Ash Grove(4), Marionville, and Walnut Grove(4) Exchanges at the rates specified in this tariff:

Springfield	Rogersville
Fair Grove	Strafford
Nixa	Villard
Republic	

Local-Metropolitan customers in the Billings and Clever Exchanges.

1.2.6 The service is offered only to one- and two-party(3) customers.

1.2.7 The minimum service period is 30 days.

1.2.8 The monthly rate for this service includes 300 minutes of out-dial message conversation time.

1.2.9 The additional minute rate is applicable for each message minute or any fraction thereof in excess of the first 300 minutes of out-dial message conversation time each month.

1.2.10 A fraction of a minute is considered a full minute.

1.2.11 Optional Measured Metropolitan Exchange Service is available to hotels for administrative trunks only.

1.2.12 Rates

<u>Monthly Rate(1)(2)</u>	<u>Each Additional Minute</u>	<u>Service and Equipment Charge</u>	
		<u>Residence</u>	<u>Business</u>
\$17.00	\$0.05	\$ 4.00 (C)	\$ 5.00

(1) Service and Equipment Charges are applicable on subsequent changes to or from Optional Measured Metropolitan Exchange Service.

(2) Includes 300 minutes of use.

(3) See Paragraph 1.1.3, preceding.

(AT) (4) Obsolete - Only available to existing installations at existing locations for existing customers in the Ash Grove and Walnut Grove Exchanges.

Issued: May 4, 1990

Effective: May 9, 1990

By R. D. BARRON, President-Missouri Division
Southwestern Bell Telephone Company
St. Louis, Missouri

REGULAR SERVICE
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LOCAL EXCHANGE TARIFF
16th Revised Sheet 6
Replacing 15th Revised Sheet 6

LOCAL EXCHANGE TARIFF

(CP) 1.3 RATE GROUP A(4)

Adrian(1)(2)	Clever (Local)(1)(3)	Bornerville (1)(2)
Advance(1)(2)	Climax Springs(2)	Jasper(2)
Agency(1)	Deering(1)(3)	Knob Noster(2)
Altenburg-Prehne(1)(2)	DeKalb(1)	Lamar(2)
Antonia (Local)(1)(3)	Delta(1)(2)	LaMonte(2)
Archie(1)(2)	Downing(2)	Lancaster(2)
Argyle(2)	East Prairie(1)	Leadwood(1)(3)
Armstrong(1)(2)	Edina(2)	Lilbourn(1)(2)
Ash Grove(2)	Eldon(1)(2)	Linn(2)
Beaufort(2)	Elsberry(1)(2)	Lockwood(2)
Bell City(1)(2)	Essex(1)(3)	Louisiana(1)(2)
Benton(1)(3)	Eureka(Local)(1)	Macks Creek(2)
Billings(Local)(1)(2)	Fair Grove(1)	Malden(1)(2)
Bismarck(1)(3)	Farley(2)	Marble Hill(2)
Bloomfield(1)(3)	Fayette(1)(2)	Mareline(2)
Bloomdale(1)(2)	Fisk(1)(3)	Marionville(2)
Bonne Terre(1)(3)	Frankfield(2)	Marsten(1)(2)
Boonville(1)(2)	Fredericktown(2)	Metsa(2)
Bowling Green(2)	Frostburg(2)	Monett(1)(2)
Brookfield(2)	Gideon(1)(2)	Montgomery City(1)(2)
Campbell(2)	Glasgow(1)(2)	Morhouse(1)(3)
Cardwell(1)(2)	Grain Valley(Local)(1)(3)	New Franklin(1)(3)
Carl Junction(1)(3)	Gray Summit(1)(3)	New Madrid(1)(2)
Carrollton(2)	Greenwood(Local)(1)(3)	Nixa(1)
Caruthersville(1)(3)	Hayti(1)(3)	Oak Ridge(1)(3)
Cedar Hill(1)(3)	Herculaneum-Pevely(1)(3)	Old Appleton(1)(3)
Center(2)	Higbee(1)(3)	Oran(1)(2)
Chaffee(1)(3)	Hillsboro(1)(3)	Pacific(1)(3)
Charleston(1)(3)	Holcomb(1)(3)	Patton(2)
Clarksville(1)(2)		

- (1) Extended Area Service - See Paragraph 1.4.
- (RT) (2) Message Rate Business Service not offered.
- (RT) (3) Message Rate Business Service obsolete-limited to existing customers.
- (RT)
- (AT) (4) See Paragraph 1.1.3, preceding.

Issued: JAN 01 1990

Effective: FEB 01 1990

By R. D. BARRON, President-Missouri Division
Southwestern Bell Telephone Company
St. Louis, Missouri

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LOCAL EXCHANGE TARIFF
3rd Revised Sheet 6.01
Replacing 2nd Revised Sheet 6.01

LOCAL EXCHANGE TARIFF**)(CP) 1.3 RATE GROUP A-(Continued)(4)**

·Paynesville(1)(2)	·Rogersville(1)	·Tranton(1)(3)
Pierce City(1)(2)	Rushville(1)	Tuscumbia(1)(3)
/Pocahontas-New Walls(1)(3)	St. Genevieve(1)(2)	Union(1)(3)
Pond(Local)(1)	St. Clair(2)	Versailles(1)(3)
Portage Des Sioux(Local)(2)	St. Marys(1)(3)	Vienna(2)
Portageville(1)(2)	Ian Antonio(1)	Walnut Grove(2)
Puxico(2)	Scott City(1)(3)	Wardell(1)(2)
Oulin(1)(3)	Sennath(1)(3)	Ware(1)(3)
Republic(1)	Slater(2)	Webb City(1)(3)
Richmond(2)	Smithville(Local)(1)(3)	Wellsville(2)
Richwoods(2)	Stanberry(2)	Westphalia(2)
Risca(1)(2)	Strafford(1)	Willard(1)
		Wyatt(1)(2)

(1) Extended Area Service - See Paragraph 1.4.

(RT)

(2) Message Rate Business Service not offered.

(3) Message Rate Business Service obsolete-limited to existing customers.

(RT)

(RT)

(AT) (4) See Paragraph 1.1.3, preceding.

Issued: JAN 01 1990

Effective: FEB 01 1990

By R. D. BARRON, President-Missouri Division
Southwestern Bell Telephone Company
St. Louis, Missouri

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